CONTRACT



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

And:

GMMB 3050 K St. NW Suite 800 Washington, DC 20007

	Contract / Revision			Alt Order #			
	362142	/		06862625			
Product							
D) For President							
Contract Dates	Estimate #						
10/11/12 - 10/17/12	2021						
Advertiser			Ori	ginal Date	Revision		
Obama for America			1	0/10/12	/ 10/11/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broado	ast		Cash		
	Station	Accour	Account Executive		Sales Office		
	WTMJ	Anjane	tte	Brady	Petry-Philadelph		
	Special Handl	ing					
	Demographic						
	Households						
	<u>IDB#</u>	Adverti 95	ser	Code	Product Code 101		
	Agency Ref			Advertiser	Ref		

Spots/

						Spots/				
*Line Ch Start D	Date End Da	ate Description	l	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WTMJ 10/11/1 Start Date Week: 10/08/12	12 10/12/1 End Date 10/14/12	2 Live at Dayb Weekdays TF	reak-Early Spots/Week 2	5a-6a <u>Rate</u> \$350.00		:30		NM	2	\$700.00
N 2 WTMJ 10/11/1 Start Date Week: 10/08/12	12 10/12/1 End Date 10/14/12	2 Live at Dayb <u>Weekdays</u> TF	reak Spots/Week 2	6a-7a <u>Rate</u> \$650.00		:30		NM	2	\$1,300.00
N 3 WTMJ 10/11/1 Start Date Week: 10/08/12	12 10/12/1 End Date 10/14/12	2 Today Show <u>Weekdays</u> TF	M-F Spots/Week 6	7a-9a <u>Rate</u> \$600.00		:30		NM	6	\$3,600.00
N 4 WTMJ 10/13/1 <u>Start Date</u> Week: 10/08/12	12 10/13/1 End Date 10/14/12	2 Today Show <u>Weekdays</u> S-	Saturday Spots/Week 2	6a-8a <u>Rate</u> \$350.00		:30		NM	2	\$700.00
N 5 WTMJ 10/13/1 <u>Start Date</u> Week: 10/08/12	12 10/13/1 End Date 10/14/12	2 Live at Dayb <u>Weekdays</u> S-	reak-Sat. 8a-10 Spots/Week 1	a 8am-10am <u>Rate</u> \$400.00		:30		NM	1	\$400.00
N 6 WTMJ 10/14/1 <u>Start Date</u> Week: 10/08/12	12 10/14/1 End Date 10/14/12	2 Live at Dayb <u>Weekdays</u> S	reak-Sun. 6a-7a Spots/Week 1	a 6am-7am <u>Rate</u> \$300.00		:30		NM	1	\$300.00
N 7 WTMJ 10/14/1 <u>Start Date</u> Week: 10/08/12	12 10/14/1 End Date 10/14/12	2 Today Show <u>Weekdays</u> S	Sunday Spots/Week 1	7a-8a <u>Rate</u> \$400.00		:30		NM	1	\$400.00
N 8 WTMJ 10/14/1 <u>Start Date</u> Week: 10/08/12	12 10/14/1 End Date 10/14/12	2 Live at Dayb Weekdays S	reak-Sun. 8a-9a Spots/Week 1	a 8am-9am <u>Rate</u> \$400.00		:30		NM	1	\$400.00
N 9 WTMJ 10/14/1 <u>Start Date</u> Week: 10/08/12	12 10/14/1 End Date 10/14/12	2 Meet the Pre Weekdays S	ess Spots/Week 1	9am-10am <u>Rate</u> \$900.00		:30		NM	1	\$900.00
N 10 WTMJ 10/14/1 <u>Start Date</u> Week: 10/08/12	12 10/14/1 End Date 10/14/12	2 Sunday Insig <u>Weekdays</u> S	ght Spots/Week 1	10am-1030am <u>Rate</u> \$350.00		:30		NM	1	\$350.00
N 11 WTMJ 10/11/1 <u>Start Date</u> Week: 10/08/12	12 10/12/1 End Date 10/14/12	2 The Morning WeekdaysTF	Blend Spots/Week 2	9a-10a <u>Rate</u> \$125.00		:30		NM	2	\$250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between: Print Date 10/11/12 Page 2 of 5

Advertiser



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

Contract / Revision Alt Order # 362142 06862625 Contract Dates Product Estimate # 10/11/12 - 10/17/12 (D) For President 2021 Original Date / Revision

www.todaystmj4.com		Advertiser	10/10/12	2 / 10/	
		Obama for America	10/10/12	2 / 10/	11/12
*Line Ch Start Date End Date Description	Start/End Ti	Spots/ me Days Length Week Rate	Types	Spots	Amount
Start Date	<u>Rate</u>				
N 12 WTMJ 10/11/12 10/12/12 Today Show II	10a-11a	:30	NM	2	\$350.00
Start Date Week:End Date 10/08/12Weekdays 10/14/12Spots/Week 	Rate \$175.00				
N 13 WTMJ 10/11/12 10/12/12 Today Show III	11a-12n	:30	NM	2	\$350.00
Start Date Week:End Date 10/08/12End Date 10/14/12Weekdays 	Rate \$175.00				
N 14 WTMJ 10/11/12 10/12/12 Live at Noon	12p-1230p	:30	NM	2	\$650.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 2	<u>Rate</u> \$325.00				
N 15 WTMJ 10/11/12 10/12/12 Live at 12:30	1230p-1p	:30	NM	2	\$650.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 2	<u>Rate</u> \$325.00				
N 16 WTMJ 10/11/12 10/12/12 Days of Our Lives	1p-2p	:30	NM	2	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 2	Rate \$250.00				
N 17 WTMJ 10/11/12 10/12/12 Access Hollywood Live-2pm	2pm-3pm	:30	NM	2	\$300.00
Start Date End Date Weekdays Spots/Week 10/08/12 10/14/12 TF 2	Rate \$150.00				·
N 18 WTMJ 10/11/12 10/12/12 Live at 3:00 News	3p-4p	:30	NM	2	\$350.00
Start Date	Rate		•		
Week: 10/08/12 10/14/12 TF 2	\$175.00				
N 19 WTMJ 10/11/12 10/12/12 Live at 4:00 News	4p-430p	:30	NM	2	\$800.00
Week: 10/08/12 End Date Weekdays Spots/Week 2 10/14/12 TF 2	Rate \$400.00				
N 20 WTMJ 10/11/12 10/12/12 Live at 4:30 News	430p-5p	:30	NM	2	\$900.00
Start Date Week:End Date 10/08/12Weekdays 10/14/12Spots/Week 2	Rate \$450.00				
N 21 WTMJ 10/11/12 10/12/12 Live at 5 News	5p-530p	:30	NM	2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 2	<u>Rate</u> \$700.00				
N 22 WTMJ 10/11/12 10/12/12 Live at 6 News	6-630p	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 2	<u>Rate</u> \$750.00				
N 23 WTMJ 10/13/12 10/13/12 Live at 5 Saturday	5p-530p	:30	NM	1	\$450.00
Start Date	Rate				
Week: 10/08/12 10/14/12 S- 1 N 24 WTMJ 10/13/12 10/13/12 Live at 6 Saturday	\$450.00 6p-630p	:30	NM	1	\$500.00
Start Date	. Rate				******
	\$500.00				
N 25 WTMJ 10/14/12 10/14/12 Live at 5 Sunday	5p-6p	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1	Rate \$500.00				
N 26 WTMJ 10/11/12 10/12/12 Access Hollywood	630p-7p	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 TF 1	<u>Rate</u> \$500.00				
N 27 WTMJ 10/15/12 10/15/12 The Voice	7-9pm	:30	NM	1	\$3,250.00
Start Date	Rate				
Week: 10/15/12 10/21/12 M 1	\$3,250.00				# 0.000.00
N 28 WTMJ 10/15/12 10/15/12 Revolution	9p-10p	:30	NM	1	\$2,000.00

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Contract Agreement Between: Print Date 10/11/12 Page 3 of 5



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 Contract Dates
 Product
 Estimate #

 10/11/12 - 10/17/12
 (D) For President
 2021

	, ,	
Advertiser		Original Date / Revision
Obama for America		10/10/12 / 10/11/12

*Line Ch Start Date End Date Description	Stort/End Time	Spots/	Tuno C	`noto	Amount
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	TypeS	pois	Amount
Week: 10/15/12 10/21/12 M 1	\$2,000.00				
N 29 WTMJ 10/16/12 10/16/12 The Voice	7p-8p	:30	NM	1	\$3,250.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -T 1	<u>Rate</u> \$3,250.00				
N 30 WTMJ 10/16/12 10/16/12 Parenthood	9-10p	:30	NM	1	\$3,750.00
Week: 10/15/12 End Date Weekdays Spots/Week 10/15/12 10/21/12 -T 1	<u>Rate</u> \$3,750.00				
N 31 WTMJ 10/17/12	8p-9p	:30	NM	1	\$2,250.00
Start Date End Date Weekdays Spots/Week 10/15/12 10/21/12 W 1	Rate \$2,250.00		I		
N 32 WTMJ 10/17/12 10/21/12 Chicago Fire	9p-10p	:30	NM	1	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	'	Ψ2,000.00
Week: 10/15/12 10/21/12 W 1	\$2,000.00				Фо ооо оо
N 33 WTMJ 10/11/12 10/11/12 THe Office/Up All Night Start Date End Date Weekdays Spots/Week	7p-8p <u>Rate</u>	:30	NM	1	\$2,000.00
Week: 10/08/12 10/14/12 T 1	\$2,000.00				
N 34 WTMJ 10/11/12 10/11/12 Rock Center Start Date End Date Weekdays Spots/Week	9p-10p Rate	:30	NM	1	\$2,000.00
Week: 10/08/12 10/14/12T 1	\$2,000.00				
N 35 WTMJ 10/12/12 10/12/12 Grimm	8p-9p	:30	NM	1	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	Rate \$2,000.00				
N 36 WTMJ 10/12/12 10/12/12 Dateline	9p-10p	:30	NM	1	\$2,000.00
Week: 10/08/12 End Date Weekdays Spots/Week 10/10/14/12F 1	<u>Rate</u> \$2,000.00				
N 37 WTMJ 10/13/12 10/13/12 Drama Encore	7p-8p	:30	NM	1	\$500.00
Week: 10/08/12 End Date Weekdays Spots/Week 10/14/12S- 1	<u>Rate</u> \$500.00				
N 38 WTMJ 10/13/12 10/13/12 Drama Encore	8p-9p	:30	NM	1	\$600.00
Start Date	. Rate				*****
Week: 10/08/12	\$600.00 9-10p	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week	Rate	.30	INIVI	'	\$700.00
Week: 10/08/12 10/14/12S- 1	\$700.00				
N 40 WTMJ 10/11/12 10/12/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week	10p-1035p Rate	:30	NM	2	\$3,000.00
Week: 10/08/12 10/14/12 TF 2	\$1,500.00				
N 41 WTMJ 10/13/12 10/13/12 Live at 10pm Saturday Start Date End Date Weekdays Spots/Week	10p-1030p Rate	:30	NM	1	\$1,500.00
Week: 10/08/12 10/14/12S- 1	\$1,500.00				
N 42 WTMJ 10/14/12 10/14/12 Live at 10pm Sunday	10:30-11:30p	:30	NM	1	\$1,000.00
Week: 10/08/12 End Date Weekdays Spots/Week 10/14/12S 1	<u>Rate</u> \$1,000.00				
N 43 WTMJ 10/11/12 10/12/12 Tonight Show	1035p-1137p	:30	NM	2	\$1,300.00
Week: 10/08/12 End Date Weekdays Spots/Week 2 10/14/12 TF- 2	<u>Rate</u> \$650.00				
N 44 WTMJ 10/11/12 10/12/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	2	\$500.00
Start Date	Rate		j		
Week: 10/08/12	\$250.00				

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Contract Agreement Between: Print Date 10/11/12 Page 4 of 5



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ΜΓW- - - -

10/21/12

Week: 10/15/12

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 362142 /
 06862625

 Contract Dates
 Product
 Estimate #

 10/11/12 - 10/17/12
 (D) For President
 2021

 Advertiser
 Original Date / Revision

 Obama for America
 10/10/12 / 10/11/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
N 45 WTMJ 10/13/12 10/13/12 Saturday Night Live	1030p-1205a	:30	NM	1	\$1,000.00
Start Date Week:End Date 10/08/12Weekdays S-Spots/Week	Rate \$1,000.00				
N 46 WTMJ 10/14/12 10/14/12 Football Night in America	6pm-7:15pm	:30	NM	1	\$5,000.00
Week:Start Date 10/08/12End Date 10/14/12Weekdays SSpots/Week	Rate \$5,000.00				
N 47 WTMJ 10/14/12 10/14/12 NFL Sunday Night Football	7:15pm-10:30pm	:30	NM	1	\$25,000.00
Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 10/08/12	<u>Rate</u> \$25,000.00				
N 48 WTMJ 10/15/12 10/17/12 Live at Daybreak-Early	5a-6a	:30	NM	8	\$2,800.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week8	<u>Rate</u> \$350.00				
N 49 WTMJ 10/15/12 10/17/12 Live at Daybreak	6a-7a	:30	NM	8	\$5,200.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week8	<u>Rate</u> \$650.00				
N 50 WTMJ 10/15/12 10/17/12 Today Show M-F	7a-9a	:30	NM	12	\$7,200.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 12	Rate \$600.00				
N 51 WTMJ 10/15/12 10/17/12 The Morning Blend	9a-10a	:30	NM	6	\$750.00
Week: Start Date 10/15/12 End Date 10/21/12 Weekdays MTW Spots/Week 6	<u>Rate</u> \$125.00				
N 52 WTMJ 10/15/12 10/17/12 Today Show II	10a-11a	:30	NM	6	\$1,050.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 6	<u>Rate</u> \$175.00				
N 53 WTMJ 10/15/12 10/17/12 Today Show III	11a-12n	:30	NM	6	\$1,050.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week6	Rate \$175.00				
N 54 WTMJ 10/15/12 10/17/12 Live at Noon	12p-1230p	:30	NM	3	\$975.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week3	Rate \$325.00				
N 55 WTMJ 10/15/12 10/17/12 Live at 12:30	1230p-1p	:30	NM	3	\$975.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 3	Rate \$325.00				
N 56 WTMJ 10/15/12 10/17/12 Days of Our Lives	1p-2p	:30	NM	6	\$1,500.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week6	Rate \$250.00				
N 57 WTMJ 10/15/12 10/17/12 Access Hollywood Live-2pm	2pm-3pm	:30	NM	6	\$900.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week6	Rate \$150.00				
N 58 WTMJ 10/15/12 10/17/12 Live at 3:00 News	3p-4p	:30	NM	6	\$1,050.00
Start Date Week:End Date 10/15/12Weekdays MTWSpots/Week6	<u>Rate</u> \$175.00				
N 59 WTMJ 10/15/12 10/17/12 Live at 4:00 News	4p-430p	:30	NM	3	\$1,200.00
Week: Start Date 10/15/12 End Date 10/21/12 Weekdays MTW Spots/Week 3	<u>Rate</u> \$400.00				
N 60 WTMJ 10/15/12 10/17/12 Live at 4:30 News	430p-5p	:30	NM	3	\$1,350.00
Week:Start Date 10/15/12End Date 10/21/12Weekdays MIWSpots/Week 3	Rate \$450.00				
N 61 WTMJ 10/15/12 10/17/12 Live at 5 News	5p-530p	:30	NM	3	\$2,100.00
Start Date End Date Weekdays Spots/Week	Rate				

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\$700.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising thich is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Contract Agreement Between: Print Date 10/11/12 Page 5 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

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	Contract / Revision 362142 /	Alt Order # 06862625
Contract Dates 10/11/12 - 10/17/12	Product (D) For President	Estimate # 2021
Advertiser Obama for America	9	Original Date / Revision 10/10/12 / 10/11/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
N 62 WTMJ 10/15/12 10/17/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 3	6-630p <u>Rate</u> \$750.00	:30	NM	3	\$2,250.00
N 63 WTMJ 10/15/12 10/17/12 Access Hollywood Start Date End Date Weekdays Spots/Week	630p-7p <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
N 64 WTMJ 10/15/12 10/17/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 3	10p-1035p <u>Rate</u> \$1,500.00	:30	NM	3	\$4,500.00
N 65 WTMJ 10/15/12 10/17/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 3	1035p-1137p <u>Rate</u> \$650.00	:30	NM	3	\$1,950.00
N 66 WTMJ 10/15/12 10/17/12 Late Night w/Jimmy Fallon Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 MTW 3	1137p-1236a <u>Rate</u> \$250.00	:30	NM	3	\$750.00
		Totals		164	\$122,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/17/12	164	\$122,650.00	\$104,252.50
Totals	164	\$122,650.00	\$104,252.50

Signature:	 Date:	